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Advertising Age

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LAST MINUTE NEWS

Maalox goes to Angotti

COLLEGEVILLE, Pa.—Rhone-Poulenc-Rorer moved its $18 million Maalox antacid account to Angotti, Thomas, Hedge, New York, from BBDO Worldwide. Angotti already handles Rorer's $10 million Perdiem laxative and Ascriptin analgesic accounts. Maalox competes in the $762.7 million antacid market, where the leaders last year were Mylanta, with a 20.6% share, and Tums, with 15.1%.

Coors strikes back at A-B

GOLDEN, Colo.—Coors on Sept. 18 broke radio spots in the Northeast in which President Peter Coors calls Anheuser-Busch's recent TV spots attacking Coors Light "an ugly turn." A print ad Coors has

(Continued on Page 8)

GM's troubled Olds unit reviews $140M account

By Raymond Serafin

In a move that will send shock waves throughout the automotive and agency world, Oldsmobile is putting its $140 million account—now at Leo Burnett USA—into review.

Although Burnett will be included in the review, if it loses the account it would be the first time since 1958 that General Motors Corp. has dismissed an agency on a vehicle brand account.

The Oldsmobile review sends a clear signal to Detroit agencies that the days of

■ **Chrysler may consolidate media buying account—Page 3.**

cozy, unchallenged assignments have been blown away by the realities of a competitive fray in which even once-invincible GM is fighting for its survival.

Oldsmobile's new management team, led by John Rock, VP-general manager, and Knox Ramsey, general marketing manager, decided to review agencies.

The division's sales have plummeted from more than 1 million cars in 1986 to a projected 406,000 vehicles in the 1992 model year, which ends Sept. 30.

The plunge has led some observers to

(Continued on Page 54)

Murphy Brown flap 'irresponsible'

Producer Diane English sees her creation as sensitive 'real person'

ONE ON ONE

TV producer-writer Diane English made headlines earlier this year when Vice President Quayle criticized the sitcom "Murphy Brown," which Ms. English created, as lacking in family values. Tonight's season opener addresses those comments and will be followed on CBS by the premiere of her new show, "Love & War." Ms. English recently talked to Advertising Age *Reporter Joe Mandese about "family values," the quality of TV programming and her role as a celebrity endorser for Hanes pantyhose.*

Advertising Age: *Did you ever think the family values of a prime-time TV show like "Murphy Brown" would spawn a major issue in a presidential campaign?*

Ms. English: No. For me, it was a mixture of being tremendously flattered and appalled. Flattered in that we've always tried to make Murphy appear to our viewers as a real person. And appalled, because Los Angeles was burning and the fact that somebody would point a finger at a television show and say, "This is the cause," was astonishingly irresponsible.

AA: *"Murphy Brown" is one of*

(Continued on Page 55)

"Murphy Brown," starring Candice Bergen (l.), has drawn fire from the Right, which "appalled" creator Diane English.

He's tanned, he's rested, he's ready. Perot in '92

By Steven W. Colford

POLITICS 92

TV spots supporting Ross Perot's return to the presidential race are ready to run.

Now all the Texas billionaire has to do is announce he's back in the race, and that could happen soon.

Murphy Martin, a Dallas businessman and former local and network TV newsman, last week said he's produced a series of spots that will hit the airwaves if and when Mr. Perot declares himself a candidate.

"Mr. Perot has the TV ads available to him should he exercise his option," Mr. Martin said. "The ads address all the issues of the day . . . and all the concerns of his supporters."

Mr. Perot late last week said he may offi-

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INSIDE

Joe Fournier

No roots: L'Oreal to launch new hair color line. **Page 4.**

FCC Chairman Al Sikes talks about new technology. **Page 12.**

Bob Garfield is under attack from his boss. **Page 58.**

Chrysler pulls out of $57M Time Warner package

By Scott Donaton and Raymond Serafin

Chrysler Corp. isn't renewing its multimillion-dollar cross-media marketing program with Time Warner, in part because of the controversy surrounding rapper Ice-T.

The automaker's surprise decision is expected to cost the media giant as much as $57 million in future business.

John Damoose, Chrysler's VP-marketing, said the automaker was concerned about the controversy surrounding Ice-T, the Warner Bros. Records artist who recorded "Cop Killer," but it wasn't the major factor in the decision.

"We didn't accept [the cross-media program] largely because it just didn't fit with what we wanted to do," Mr. Damoose said. "The theme wasn't exactly right, and it didn't really fit with our marketing strategy right now."

Chrysler's decision came as a major blow to Time Inc., whose executives had once considered the renewal deal "all but signed, sealed and delivered" and insisted even late last week that Chrysler's decision wasn't final.

Chrysler's current two-year cross-media program with Time Warner, worth an estimated $30 million to $40 million, expires at yearend. The media company had been working feverishly to renew the deal and had put a proposal before Chrysler worth an estimated $57 million over the next two years.

Chrysler's decision affects only

(Continued on Page 53)

Once she wore a mini...

and she's wearing one again.

TWENTY YEARS AFTER SHE WORE HER FIRST MINI SKIRT, SHE'S STILL YOUNG ENOUGH TO WEAR ONE AGAIN. THIS TIME IT'S WITH A DIFFERENT ATTITUDE. IT'S STYLISH, SOPHISTICATED AND MOST LIKELY WITH A $400 PAIR OF PUMPS. LEAR'S WOMEN SPEND A HIGH PERCENTAGE OF THEIR EQUALLY HIGH PERSONAL INCOMES TO STAY CURRENT WITH FASHION AND TO KEEP THEIR WARDROBE IN STEP WITH THE TIMES. LEAR'S WOMEN HAVE SEEN ENOUGH TO KNOW THE UPS AND DOWNS OF LIFE...AND OF HEMLINES. SHORT SKIRTS OR LONG, TO REACH THIS FASHION SAVVY AUDIENCE CALL LEAR'S AT (212) 891-6990.

LEAR'S

BECAUSE BABY BOOMERS AREN'T BABIES ANYMORE

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NEWS SUMMARY

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■ **DDB Needham** hired a British account planner to establish that discipline in its New York office. 3

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■ **Beer wholesalers** object to an Advertising Council campaign they say links drinking and AIDS. 4

■ **L'Oreal** plans to introduce a hair coloring product next spring that eliminates telltale hair roots. 4

■ **Seven-Up USA** will broaden its comparative ad campaign to take on non-cola drinks. 4

■ **FCC Chairman Alfred Sikes** discusses with *Ad Age* the communications marketplace of the future. 12

■ **New Clio** awards were presented last week, with medium-size agencies scoring well as a number of large agencies stayed out of the competition. 18

■ **Time Warner** and American Express are talking again about a joint venture involving AmEx magazines. 20

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Loans, credit now the 'meat & potatoes' of bank marketing

In distressed market, industry shifts from warm-and-fuzzy to hard-sell advertising

By Gary Levin

Although a wave of mergers seems to threaten ad spending in the distressed banking industry, there may be a counterbalance as bankers fight harder than ever to keep their customers.

Low interest rates, with the resulting demand for mutual funds, stocks, bonds and other financial products, have pummeled the banking industry as consumers invest elsewhere.

"The overall market is flat, and it's difficult for banks to fight for more [ad] dollars" says John Jelilian, VP at Competitrack, a research company that tracks ad spending trends in the New York area.

The Bank Marketing Association reports the average bank—regardless of size—spent $4.9 million on marketing in 1991, a 35% drop from 1990 that the association attributes to cutbacks by big money-center banks.

Total bank ad spending in measured media fell 5.5% last year, to $438.2 million, according to LNA/Arbitron Multi-Media Service.

Many banks have jettisoned the warm-and-fuzzy TV image campaigns of the 1980s, instead devoting larger percentages of their budgets to newspaper ads, direct marketing and promotions to sell specific products.

And there are a few signs of ad growth this year as interest rates keep dropping and certificates of deposit mature.

For example, spending by banks in New York City and surrounding in-state suburbs rose 5% in the first half of '92, to $51.8 million, compared with a disastrous '91.

There are few ads for CDs, however. CDs are considered a losing proposition with their low-single-digit interest rates. Instead, leading the still-tentative spending growth are products capitalizing on low interest rates, such as credit cards, home equity and installment loans.

"We've chosen to look at the lower interest-rate environment" by emphasizing loans and credit as the "meat and potatoes" of marketing, says Grant O'Neal, senior VP-advertising at Atlanta-based NationsBank, the new name for the combined nine-state Southeastern operations of NCNB and C&S/Sovran.

Mr. O'Neal says increased consumer confidence led NationsBank to shift its focus from last year, when economic conditions led few customers even to consider borrowing.

"In the depths of the recession, it wasn't even a mind-set they were in," he says. "It just wasn't a question. But like most banks [today], we can use loan business."

To help boost assets by writing new loans, First National Bank of Chicago, Texas Commerce Bank and Bank of New York are among those promoting loans-by-phone, with the promise of quick approval of installment loan applications by telephone.

Bankers in other regions are setting up "investment advisers" in branches to help prevent savers and CD holders from shifting deposits elsewhere.

"We're making sure our current customers know they don't have to walk down the street to Merrill [Lynch] or Fidelity to get what they need," says Mitch Ratliff, group marketing manager at Chase Manhattan Corp.'s New York regional bank.

As a result of Chase's aggressive promotion of GNA Securities counselors at bank branches, "we've been able to hold onto existing relationships and accounts that would have moved in this environment," says Mr. Ratliff.

Many banks are simply boosting services and offering longer hours. Much of the activity is aimed at making money more accessible.

Citibank's CitiPhone service offers telephone banking at its regional banks, and in New York it has begun a phone bill-paying service, in which the bank will issue checks or electronically transfer funds to companies or individuals for a monthly fee.

Others are promoting the convenience of their automated teller machines and debit cards, with the hope increased usage will enable them to reduce the need for

(Continued on Page 33)

Citibank focuses on its investment products such as mutual funds with the theme "Wall Street is moving."

Section edited by Adrienne Ward.

Top 10 Bank Advertisers

'91 rank	'90 rank	Bank	Media spending	% change
1				5.8
2	4	[illegible]	19.6	10.1
3	3	Wells Fargo	19.1	[illegible]
4	–	Security Pacific*	17.0	95.0
5	–	Bank One*	16.7	166.6
6	5	Chase Manhattan	16.0	4.3
7	2	First Interstate	11.5	-40.4
8	–	Great Western*	10.4	0.2
9	6	NCNB*	10.1	-8.1
10	8	Chemical Bank*	9.8	-6.5

*[illegible] or acquisitions during or since the measurement period.
[illegible] & loan to bank, wasn't ranked in the category in 1990.
Source: LNA/Arbitron Multi-Media service. Advertising Age graph: Chris Ray

From boomers to retirees, new money flocking to mutual funds

By Kate Fitzgerald

The mutual fund industry shows no sign of cooling off, thanks to economic trends and continuing low bank interest rates.

Spurred by a variety of economic forces, the industry has been growing at an annual rate of roughly 20% each year as investors from baby boomers to retirees flock to more than 3,500 different funds, according to Investment Company Institute, a trade association that monitors the industry.

The funds offer significantly higher returns than current bank rates for savings and money market accounts or certificates of deposit.

Through the first eight months of 1992, total mutual fund assets were 14.9% higher than 1991's total $1.34 trillion, says Malin Jennings, ICI public information officer.

"The numbers show that not only are people investing more in the mutual funds, but more new consumers are entering mutuals," she says.

Even insurance companies, which have long offered mutual funds, are becoming more aggressive in promoting them.

The boom in mutual fund investing is prompting some mutual fund companies to boost ad spending this fall. Strategies vary from copy-heavy ads for sophisticated readers of financial journals to whimsical ads that run in magazines like *The New Yorker*.

But even though ad strategies vary, there's one common theme. "Advertising for mutual funds is increasingly specific in giving people guidance in how to invest, such as education for their children or their retirement," says Michael Hines, senior VP-retail marketing at Fidelity Investments.

Franklin Resources, the sixth-largest mutual fund marketer, is one of the companies turning up the dial on consumer advertising.

In November, it will break a network TV campaign targeting new and existing investors, says Laura Komar, advertising manager. Franklin's annual ad budget is $10 million.

"We're using football player Joe Montana to tell con-

(Continued on Page 33)

Magazines close summer with ad page increases

By Scott Donaton

If August represents the dog days of summer, magazine publishers are wagging their tails this year.

Publishers Information Bureau reported ad pages increased 4.9% to 11,468.5 in August compared with the same month last year, the fifth consecutive month of gains.

MEDIA WORKS

For the first eight months of 1992, ad pages totaled 100,410.9, a 2.6% gain. Ad revenues rose 8.5% to $4.3 billion.

Publishers are still concerned about the fourth quarter and point out that this year's gains follow a lousy 1991. Still, the arrows are pointing in the right direction.

"The trend toward ad page and revenue gains is now five months strong," said James Guthrie, exec VP-marketing development of the Magazine Publishers of America. "Although some sectors are only just beginning to recover, four of the top 10 [ad] categories have been consistent major sources of growth in magazine ad revenue throughout 1992."

Those categories are automotive, business and consumer services, computers and office equipment, and drugs *(see chart)*.

Still, not everyone's feeling a rebound. Of the 175 titles tracked by PIB, 82 were down in pages after eight months. Ninety-two posted ad page gains for the period, while one, *Worth*, wasn't tracked last year.

One category that's yet to see signs of recovery: upscale home decorating magazines. Category leader *Architectural Digest* saw pages fall 12.1% to 717.5 through August. *HG* carried 424.4 pages, a drop of 18.8%. *Decorating Remodeling's* pages dipped 7.9% to 226.8.

HG, in fact, will forgo an ad rate increase next year because home furnishings advertisers remain mired in a slump, said Publisher Kevin Madden. *Architectural Digest* did the same thing this year but will seek an increase in 1993.

Among the home books on the plus side was *Traditional Home*, which saw pages rise 37.8% to 147.7.

Business picked up for travel magazines last month, but the category remained soft after eight months, due primarily to the strong second-half surge of business after the Persian Gulf War last year.

Travel & Leisure carried 739 ad pages through August, an 8.3% drop. *Conde Nast Traveler's* 590 pages were down 4.5%, and *Travel Holiday*, with 291.8 pages, was off 4.8%.

Travel books that did better included *National Geographic Traveler*, where pages increased 18.8% to 200.5, and *Endless Vacation*, up 36.8% to 174.8.

In addition to specific categories, many magazines that are third or fourth in a field are still waiting for an uptick.

While *Business Week* and *Forbes* are both up in pages, for example, *Fortune* was down 4.3% for the first eight months. Similarly, *Golf Digest, Golf Magazine* and *Golf World* posted page gains through August, while *Golf Illustrated* was down 15%.

The every-other-weekly *Forbes* is expected to at least temporarily pass weekly *Business Week* in pages when September totals are in, thanks to an ad-fat 75th anniversary issue.

Worth noting is Conde Nast Publications' *Allure*, which is seeing a growth spurt after getting off to a slow start last year. The beauty magazine's ad pages more than doubled in August and were up 89.9% to 335.6 after eight months, the largest percentage gain of any PIB title.

National Sunday magazines continued to turn in solid performances. *Parade*, which leads all titles tracked by PIB in revenues, carried 556.9 pages through August, a 12.8% gain. Rival *USA Weekend* carried 499.7 pages, up 15.3%. *Los Angeles Times Magazine* was up 31.4% with 729.2 pages, while *The New York Times Sunday Magazine* reported a decline of 0.8% to 1,667.4 pages. □

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$670,899,577	19.85	11,623.4	18.61
Toiletries	$433,281,878	4.45	8,511.6	−1.65
Direct response cos.	$387,311,485	7.43	11,992.2	0.97
Business & consumer svcs.	$301,469,158	18.50	7,971.8	15.98
Food	$278,297,919	0.18	3,958.8	−10.91
Apparel**	$274,686,061	15.65	8,981.8	1.75
Travel, hotels & resorts	$216,868,266	−1.44	6,886.1	−5.26
Computers & office equip.	$207,845,732	27.49	4,052.0	16.75
Drugs	$161,282,122	38.85	2,907.0	24.62
Cigarettes & tobacco	$150,432,133	−17.55	2,528.0	−16.43

Revenue and page figures are from January-August 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

Magazine ad page leaders

Publishers Information Bureau figures for January through August 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Bride's & Your New Home	2,249.68	1.3	43,988,442	5.3
2	Business Week	2,136.88	8.4	124,980,352	4.0
3	Forbes	2,015.52	0.2	93,815,150	3.5
4	People	1,936.18	0.8	215,971,097	7.9
5	Modern Bride	1,893.81	−1.8	34,014,324	10.2
6	The Economist	1,764.11	20.6	19,702,232	41.8
7	Fortune	1,573.69	−4.3	83,451,708	−2.9
8	TV Guide	1,487.03	2.8	165,446,249	−2.8
9	Sports Illustrated	1,458.58	5.1	205,632,752	8.6
10	Vogue	1,444.95	−1.4	61,963,365	4.9
11	Entrepreneur	1,364.52	4.0	17,372,109	21.4
12	New York Magazine	1,313.80	−0.7	23,723,581	3.3
13	Golf World	1,308.91	14.7	12,363,871	22.1
14	Time	1,295.30	1.8	211,828,993	10.3
15	Cosmopolitan	1,249.89	−0.7	85,750,167	5.8
16	U.S. News & World Report	1,239.74	10.1	112,312,802	17.2
17	Newsweek	1,223.14	7.8	150,138,701	10.2
18	American Way	1,097.99	19.0	16,274,330	18.3
19	Bridal Guide	1,071.40	16.8	10,785,900	56.6
20	Good Housekeeping	1,051.02	7.3	116,770,468	13.9
21	Family Circle	1,036.25	14.9	95,459,467	21.8
22	The New Yorker	1,021.47	0.2	29,419,939	3.3
23	Glamour	1,015.94	−2.3	59,951,730	6.0
24	Golf Digest	963.39	16.5	57,384,118	18.9
25	Muscle & Fitness	957.24	1.3	18,209,280	5.7
26	Yachting	924.99	4.2	6,421,601	9.9
27	Skin Diver	917.90	−6.7	10,046,338	0.1
28	Rolling Stone	916.66	−4.9	40,247,462	2.0
29	Woman's Day	915.13	23.3	73,806,372	27.4
30	Parents	893.70	6.6	41,453,246	10.6
31	Southern Living	884.99	19.9	50,172,468	28.0
32	Elle	881.23	−7.8	32,067,962	0.1
33	Popular Photography	871.71	3.5	21,818,815	8.6
34	Ladies' Home Journal	859.52	−5.2	71,006,234	0.5
35	Better Homes & Gardens	853.36	7.0	113,046,227	14.1
36	Texas Monthly	837.87	−0.1	10,693,029	9.5
37	Sunset	816.83	−10.0	31,159,346	15.2
38	Car & Driver	815.54	−3.6	35,886,242	6.9
39	Money	805.46	10.1	57,364,448	14.4
40	Vanity Fair	791.78	10.7	33,224,326	29.1
41	Golf Magazine	783.23	3.3	32,260,558	14.6
42	Gentlemen's Quarterly	777.86	−11.3	24,483,521	1.3
43	Mademoiselle	767.19	−6.2	29,348,146	1.6
44	Road & Track	764.77	7.2	24,686,450	13.2
45	Travel & Leisure	738.96	−8.3	33,425,924	−2.4
46	Architectural Digest	717.45	−12.1	20,542,641	−12.3
47	Redbook	714.93	7.5	44,463,902	0.2
48	McCall's	707.45	14.4	56,132,528	12.7
49	W Magazine	692.49	−8.6	18,676,016	5.6
50	Black Enterprise	686.91	10.9	11,017,056	20.0
51	Inc.	684.87	23.3	31,110,236	23.7
52	Jet	680.96	−1.7	12,387,452	0.8
53	Country Living	664.12	11.3	31,436,545	15.9
54	Financial World	663.82	59.5	17,310,149	74.5
55	Salt Water Sportsman	646.08	−4.0	4,265,357	−10.5
56	Parenting	645.36	32.9	17,656,737	54.3
57	Bicycling	639.21	−12.9	11,492,236	2.9
58	Outside Magazine	631.51	15.5	14,976,126	34.2
59	Seventeen	622.36	−6.9	22,525,624	−4.7
60	Gourmet	620.06	−6.8	19,445,202	−2.7
61	Entertainment Weekly	609.73	16.9	19,405,424	54.2
62	Delta Sky	600.39	20.5	16,501,021	30.8
63	Self	595.66	4.0	24,890,435	5.0
64	Ebony	592.17	−4.6	23,334,459	−2.8
65	Conde Nast Traveler	589.96	−4.5	18,267,824	−1.6
66	Four Wheeler	573.68	−7.0	4,775,256	−15.8
67	Reader's Digest	572.23	4.7	72,983,799	20.0
68	Parade*	556.87	12.8	299,583,001	17.6
69	Bon Appetit	564.81	−1.0	19,688,529	8.5
70	Automobile Magazine	551.14	2.8	14,860,799	6.4
71	Essence	547.01	8.8	17,389,264	23.4
72	San Francisco Focus	537.49	−2.6	3,853,457	1.0
73	Esquire	525.64	7.0	18,994,017	15.9
74	Shape Magazine	522.54	20.1	9,527,733	28.4
75	Tennis	517.82	10.4	19,188,437	16.6
76	Compute	512.50	−4.3	4,565,335	−4.4
77	Motor Trend	507.29	−10.4	21,751,456	−2.0
78	USA Weekend	499.71	15.3	113,189,409	30.9
79	Penthouse	494.25	2.5	19,386,727	−1.5
80	Northwest Air World Traveler	491.52	51.7	9,796,157	19.5
81	Popular Science	487.80	8.1	17,933,602	26.9
82	House Beautiful	482.69	10.8	20,254,276	13.2
83	New Woman	480.22	1.9	13,214,873	1.3
84	Smithsonian	475.77	−9.9	23,002,973	−3.0
85	Harper's Bazaar	469.65	−24.8	14,561,053	−20.8
86	Metropolitan Home	467.34	−8.4	17,495,424	−5.2
87	Sports Afield	467.15	−2.2	10,647,628	4.7
88	Hot Rod	459.93	−10.4	12,442,646	−4.2
89	Omni	457.46	5.3	12,555,988	5.3
90	Popular Mechanics	455.56	−0.1	18,495,068	12.2
91	Mirabella	452.13	−14.6	13,584,999	23.0
92	Child	440.13	30.5	8,879,327	41.9
93	Bassmaster	438.47	−1.6	9,516,422	2.3
94	Field & Stream	437.48	−8.1	20,437,973	−10.0
95	Kiplinger's Personal Finance	433.83	22.2	12,976,292	29.4
96	Working Woman	432.16	−15.2	15,414,605	−9.5
97	HG	424.44	−18.8	13,132,799	−7.7
98	Premiere	418.35	−3.2	9,246,509	5.6
99	The Atlantic	415.78	8.7	8,525,633	21.2
100	Working Mother	414.76	−1.0	11,351,734	8.7

Percent change compares January-August in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

LAUNCHING PAD

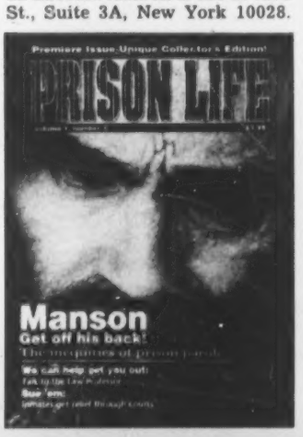
New publication launches.

'Prison Life'

Prison Life Inc. will launch with an October issue *Prison Life*. The every-other-monthly targets the 900,000 inmates in federal and state prisons. With a rate base of 200,000 and an estimated four readers per copy, the magazine is available by subscription for $19.95 and at a single-copy rate of $3.95. A b&w page is $3,040; a color page is $3,650. Publisher Joe Strahl said prisoners are very brand loyal and represent a significant amount of discretionary spending. Mr. Strahl, former manager of the prison commissary in Danville, Ill., estimated the average inmate spends $1,100 to $1,500 annually. Shan Rodgers is managing editor. Offices are at 111 9th St., Suite 3, Columbia, Mo. 65202. Phone: (314) 449-3291.

'Young Dancer'

Rainbow Educational Concepts, publisher of several textbooks, will launch with a December issue *Young Dancer*, its first magazine. The every-other-monthly aimed at girls 7 to 15 years old will be published six times in 1993 and 10 times in 1994. With a rate base of 200,000, *Young Dancer* will be available by subscription but free to teachers at dance studios. A b&w page is $5,155; a color page is $6,875. Each issue includes sections on jazz, tap, ballet, performance tips, cheerleading, dance teams and celebrity interviews. Jamie Coffey is publisher, Judith Coffey is editor and Molly King is ad director. Address is 128 E. 83rd St., Suite 3A, New York 10028. Phone: (212) 472-5354.



'African Voices'

African Voices Communications will introduce with an October issue *African Voices*. The literary every-other-monthly's initial rate base is 50,000, targeting middle- and upper middle-class minorities in the New York, New Jersey and Washington areas. It will be available on New York City newsstands and by subscription. A b&w page is $2,000; a color page is $5,000. Address is P.O. Box 5523, New York 10027. Phone: (212) 642-5022.

'Celebrando'

Advo-System and Teleprogram Marketing are launching nationally *Celebrando*, a free entertainment quarterly advertorial. *Celebrando* is slated to reach 3 million Hispanic households in 18 markets in about a year; initial markets are Chicago and San Diego. Editorial is in both Spanish and English. Ad rates vary by market. Jim Hampton is publisher-ceo, Yolanda Medina C. is editor and Joe Bravo is ad manager. Offices are at 1001 W. Walnut, Compton, Calif. 90221. Phone: (310) 637-0438. □